

The National  
**CITIZEN SURVEY™**

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**Report of Demographic  
Subgroup Comparisons for  
The City of Scottsdale, AZ**



Submitted by:

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## **SURVEY BACKGROUND**

### **ABOUT THE NATIONAL CITIZEN SURVEY™**

The National Citizen Survey™ (The NCS™) is a collaborative effort between National Research Center, Inc. (NRC) and The International City/County Management Association (ICMA).

The National Citizen Survey™ was developed to provide local jurisdictions an accurate, affordable and easy way to assess and interpret resident opinion about important community issues. While standardization of question wording and survey methods provide the rigor to assure valid results, each jurisdiction has enough flexibility to construct a customized version of The National Citizen Survey™ that asks residents about key local services and important local issues.

Results offer insight into residents' perspectives about local government performance and as such provide important benchmarks for jurisdictions working on performance measurement. The National Citizen Survey™ is designed to help with budget, land use and strategic planning as well as to communicate with local residents. The National Citizen Survey™ permits questions to test support for local policies and answers to its questions also speak to community trust and involvement in community-building activities as well as to resident demographic characteristics.

The survey and its administration are standardized to assure high quality survey methods and comparable results across The National Citizen Survey™ jurisdictions. Participating households are selected at random and the household member who responds is selected without bias. Multiple mailings give each household more than one chance to participate with self-addressed and postage paid envelopes. Results are statistically reweighted to reflect the proper demographic composition of the entire community. The National Citizen Survey™ customized for this jurisdiction was developed in close cooperation with local jurisdiction staff. The City of Scottsdale staff selected items from a menu of questions about services and community problems; they defined the jurisdiction boundaries we used for sampling; and they provided the appropriate letterhead and signatures for mailings. City of Scottsdale staff also determined local

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interest in a variety of add-on options for The National Citizen Survey™ Basic Service.

One of the add-on options that Scottsdale chose was to have crosstabulations of evaluative questions 1-15 by the following questions: geographic location within the City of Scottsdale (question 16a), number of years living in Scottsdale (question 19), household income (question 27), age (question 30), gender (question 31), and level of education (question 26).

# UNDERSTANDING THE RESULTS

## ***“Don’t Know” Responses***

On many of the questions in the survey respondents may answer “don’t know.” The proportion of respondents giving this reply is shown in the full set of responses included in Appendix I of the Report of Results. However, these responses have been removed from the analyses presented in this report. In other words, the tables display the responses from respondents who had an opinion about a specific item.

There were two exceptions to the removal of “don’t know” responses. For items related to crime victimization and crime reporting, “don’t know” responses were not removed. In addition, the “don’t know” responses were not removed from the policy questions.

## ***Putting Evaluations Onto a 100-Point Scale***

Although responses to many of the evaluative questions were made on a 4 point scale with 4 representing the best rating and 1 the worst, many of the results in this summary are reported on a common scale where 0 is the worst possible rating and 100 is the best possible rating. If everyone reported “excellent,” then the result would be 100 on the 100-point scale. Likewise, if all respondents gave a “poor” rating, the result would be 0 on the 100-point scale. If the average rating for quality of life was “good,” then the result would be 67 on a 100-point scale; “fair” would be 33 on the 100-point scale.

## ***Understanding the Tables***

In this report, comparisons between demographic subgroups are shown. For most of the questions, we have shown only one number for each question. Usually this number is the rating on a 100-point scale. Sometimes this scale was not appropriate to use. In these cases we have summarized responses to show only the proportion of respondents giving a certain answer; for example, the percent of respondents who reported a crime, or the percent of respondents who felt the rate of growth was “about right.” For a few questions, we have shown the full set of responses: these include the policy questions and the question about respondents’ perceptions about the economy.

Anova and chi-square tests of significance were applied to these comparisons of survey questions by demographic subgroups. A “p-value” of 0.05 or less indicates that there is less than a 5% probability that differences observed between subgroups are due to chance; or in other words, a greater than 95% probability that the differences observed are “real.” Where differences were statistically significant, they are marked in gray.

# C OMPARISONS

Figure 1a: Quality of Life Ratings

|   | In which area of Scottsdale do you live? |  |                                | How many years have you lived in Scottsdale? |           |            |             |                    | How much do you anticipate your household's total income before taxes will be for the current year? |                      |                      |                   |
|---|--|--|--------------------------------|--|-----------|------------|-------------|--------------------|---|----------------------|----------------------|-------------------|
|   | South of Indian Bend Road                | North of Indian Bend Road and south or west of the CAP Canal | North or east of the CAP Canal | less than 2 years                            | 2-5 years | 6-10 years | 11-20 years | more than 20 years | less than \$24,999  | \$25,000 to \$49,999 | \$50,000 to \$99,999 | \$100,000 or more |
| Scottsdale as a place to live                               | 78                                       | 83   | 84                             | 82   | 83        | 81         | 82          | 80                 | 75  | 81                   | 82                   | 83                |
| Neighborhood as a place to live                             | 66                                       | 82   | 86                             | 78   | 79        | 80         | 76          | 74                 | 68  | 73                   | 77                   | 83                |
| Scottsdale as a place to raise children                     | 65                                       | 71   | 71                             | 74   | 67        | 65         | 67          | 70                 | 68  | 66                   | 70                   | 70                |
| Scottsdale as a place to retire                             | 69                                       | 71   | 79                             | 75   | 71        | 77         | 71          | 71                 | 68  | 71                   | 74                   | 76                |
| Overall quality of life in Scottsdale                       | 73                                       | 77   | 80                             | 79   | 77        | 76         | 78          | 74                 | 67  | 77                   | 77                   | 80                |
| Average Rating on a 100-point Scale (0=poor, 100=excellent) |  |  |                                |  |           |            |             |                    |   |                      |                      |                   |

| Figure 1b: Quality of Life Ratings                          |                                |             |             |             |             |             |                   |                      |      |   |                     |                         |                                  |                                     |  |
|---|--------------------------------|-------------|-------------|-------------|-------------|-------------|-------------------|----------------------|------|---|---------------------|-------------------------|----------------------------------|-------------------------------------|--|
|   | In which category is your age? |             |             |             |             |             |                   | What is your gender? |      | What is the highest degree or level of school you have completed? |                     |                         |                                  |                                     |  |
|   | 18-24 years                    | 25-34 years | 35-44 years | 45-54 years | 55-64 years | 65-74 years | 75 years or older | Female               | Male | 12th Grade or less, no diploma                                    | high school diploma | some college, no degree | associate's degree (e.g. AA, AS) | bachelor's degree (e.g. BA, AB, BS) | graduate degree or professional degree |
| Scottsdale as a place to live                               | 77                             | 85          | 82          | 80          | 82          | 81          | 79                | 82                   | 81   | 62  | 83                  | 82                      | 77                               | 83                                  | 81                                     |
| Neighborhood as a place to live                             | 78                             | 78          | 78          | 77          | 77          | 77          | 76                | 76                   | 78   | 53  | 80                  | 78                      | 74                               | 78                                  | 77                                     |
| Scottsdale as a place to raise children                     | 66                             | 69          | 73          | 68          | 66          | 67          | 66                | 69                   | 68   | 60  | 71                  | 71                      | 69                               | 69                                  | 65                                     |
| Scottsdale as a place to retire                             | 84                             | 77          | 76          | 66          | 68          | 75          | 77                | 73                   | 72   | 65  | 79                  | 72                      | 69                               | 75                                  | 71                                     |
| Overall quality of life in Scottsdale                       | 75                             | 78          | 79          | 75          | 77          | 76          | 75                | 77                   | 76   | 64  | 77                  | 79                      | 72                               | 78                                  | 75                                     |
| Average Rating on a 100-point Scale (0=poor, 100=excellent) |                                |             |             |             |             |             |                   |                      |      |   |                     |                         |                                  |                                     |  |



| Figure 2a: Characteristics of the Community                 |  |  |                                |  |           |            |             |                    |   |                      |                      |                   |
|---|--|--|--------------------------------|--|-----------|------------|-------------|--------------------|---|----------------------|----------------------|-------------------|
|   | In which area of Scottsdale do you live? |  |                                | How many years have you lived in Scottsdale? |           |            |             |                    | How much do you anticipate your household's total income before taxes will be for the current year? |                      |                      |                   |
|   | South of Indian Bend Road                | North of Indian Bend Road and south or west of the CAP Canal | North or east of the CAP Canal | less than 2 years                            | 2-5 years | 6-10 years | 11-20 years | more than 20 years | less than \$24,999  | \$25,000 to \$49,999 | \$50,000 to \$99,999 | \$100,000 or more |
| Sense of community  | 49                                       | 52   | 52                             | 52   | 52        | 51         | 50          | 49                 | 49  | 54                   | 51                   | 49                |
| Overall appearance of Scottsdale                            | 69                                       | 78   | 78                             | 79   | 77        | 75         | 76          | 67                 | 69  | 76                   | 74                   | 77                |
| Opportunities to attend cultural activities                 | 66                                       | 66   | 69                             | 65   | 66        | 70         | 65          | 70                 | 64  | 67                   | 68                   | 67                |
| Shopping opportunities                                      | 79                                       | 88   | 89                             | 83   | 85        | 88         | 84          | 83                 | 75  | 84                   | 86                   | 89                |
| Recreational opportunities                                  | 69                                       | 73   | 74                             | 71   | 74        | 71         | 73          | 68                 | 69  | 71                   | 70                   | 75                |
| Job opportunities   | 44                                       | 49   | 48                             | 48   | 50        | 45         | 47          | 42                 | 35  | 48                   | 44                   | 51                |
| Ease of car travel  | 48                                       | 51   | 50                             | 56   | 56        | 47         | 46          | 43                 | 46  | 50                   | 52                   | 49                |
| Ease of bus travel  | 31                                       | 22   | 23                             | 31   | 31        | 20         | 26          | 23                 | 32  | 34                   | 24                   | 20                |
| Ease of bicycle travel                                      | 54                                       | 50   | 45                             | 52   | 53        | 46         | 49          | 50                 | 51  | 53                   | 53                   | 47                |
| Ease of walking   | 61                                       | 58   | 58                             | 55   | 63        | 56         | 59          | 60                 | 60  | 62                   | 57                   | 58                |
| Average Rating on a 100-point Scale (0=poor, 100=excellent) |  |  |                                |  |           |            |             |                    |   |                      |                      |                   |

| Figure 2b: Characteristics of the Community                 |                                |             |             |             |             |             |                   |                      |      |   |                     |                         |                                  |                                     |  |
|---|--------------------------------|-------------|-------------|-------------|-------------|-------------|-------------------|----------------------|------|---|---------------------|-------------------------|----------------------------------|-------------------------------------|--|
|   | In which category is your age? |             |             |             |             |             |                   | What is your gender? |      | What is the highest degree or level of school you have completed? |                     |                         |                                  |                                     |  |
|   | 18-24 years                    | 25-34 years | 35-44 years | 45-54 years | 55-64 years | 65-74 years | 75 years or older | Female               | Male | 12th Grade or less, no diploma                                    | high school diploma | some college, no degree | associate's degree (e.g. AA, AS) | bachelor's degree (e.g. BA, AB, BS) | graduate degree or professional degree |
| Sense of community  | 47                             | 52          | 52          | 47          | 49          | 56          | 58                | 52                   | 50   | 50  | 61                  | 56                      | 53                               | 49                                  | 46                                     |
| Overall appearance of Scottsdale                            | 82                             | 77          | 75          | 74          | 74          | 71          | 71                | 75                   | 75   | 56  | 72                  | 74                      | 71                               | 77                                  | 74                                     |
| Opportunities to attend cultural activities                 | 54                             | 61          | 66          | 69          | 70          | 74          | 72                | 68                   | 66   | 46  | 68                  | 69                      | 70                               | 66                                  | 68                                     |
| Shopping opportunities                                      | 81                             | 87          | 83          | 85          | 84          | 87          | 82                | 85                   | 85   | 50  | 78                  | 84                      | 82                               | 88                                  | 86                                     |
| Recreational opportunities                                  | 62                             | 70          | 69          | 71          | 77          | 74          | 72                | 71                   | 72   | 40  | 75                  | 70                      | 73                               | 73                                  | 72                                     |
| Job opportunities   | 43                             | 50          | 49          | 46          | 40          | 45          | 51                | 49                   | 45   | 38  | 46                  | 49                      | 43                               | 48                                  | 44                                     |
| Ease of car travel  | 54                             | 53          | 50          | 48          | 49          | 47          | 45                | 51                   | 48   | 52  | 47                  | 49                      | 49                               | 50                                  | 50                                     |
| Ease of bus travel  | 40                             | 22          | 26          | 24          | 23          | 27          | 32                | 27                   | 24   | 55  | 42                  | 28                      | 25                               | 19                                  | 23                                     |
| Ease of bicycle travel                                      | 63                             | 55          | 47          | 46          | 51          | 51          | 46                | 48                   | 52   | 63  | 49                  | 55                      | 49                               | 47                                  | 49                                     |
| Ease of walking   | 62                             | 60          | 53          | 57          | 58          | 64          | 61                | 58                   | 60   | 61  | 65                  | 64                      | 59                               | 58                                  | 54                                     |
| Average Rating on a 100-point Scale (0=poor, 100=excellent) |                                |             |             |             |             |             |                   |                      |      |   |                     |                         |                                  |                                     |  |

| Figure 3a: Ratings of Growth                      |  |  |                                |  |           |            |             |                    |   |                      |                      |                   |
|---|--|--|--------------------------------|--|-----------|------------|-------------|--------------------|---|----------------------|----------------------|-------------------|
|   | In which area of Scottsdale do you live? |  |                                | How many years have you lived in Scottsdale? |           |            |             |                    | How much do you anticipate your household's total income before taxes will be for the current year? |                      |                      |                   |
|   | South of Indian Bend Road                | North of Indian Bend Road and south or west of the CAP Canal | North or east of the CAP Canal | less than 2 years                            | 2-5 years | 6-10 years | 11-20 years | more than 20 years | less than \$24,999  | \$25,000 to \$49,999 | \$50,000 to \$99,999 | \$100,000 or more |
| Population growth                                 | 17%                                      | 20%  | 24%                            | 32%  | 28%       | 16%        | 19%         | 9%                 | 23%   | 15%                  | 20%                  | 27%               |
| Retail growth (stores, restaurants etc.)          | 40%                                      | 40%  | 39%                            | 48%  | 45%       | 36%        | 37%         | 35%                | 47%   | 34%                  | 38%                  | 44%               |
| Jobs growth                                       | 26%                                      | 30%  | 32%                            | 33%  | 27%       | 32%        | 28%         | 26%                | 19%   | 31%                  | 29%                  | 30%               |
| Proportion of Respondents Rating as "About Right" |  |  |                                |  |           |            |             |                    |   |                      |                      |                   |

| Figure 3b: Ratings of Growth                      |                                |             |             |             |             |             |                   |                      |      |   |                     |                         |                                  |                                     |  |
|---|--------------------------------|-------------|-------------|-------------|-------------|-------------|-------------------|----------------------|------|---|---------------------|-------------------------|----------------------------------|-------------------------------------|--|
|   | In which category is your age? |             |             |             |             |             |                   | What is your gender? |      | What is the highest degree or level of school you have completed? |                     |                         |                                  |                                     |  |
|   | 18-24 years                    | 25-34 years | 35-44 years | 45-54 years | 55-64 years | 65-74 years | 75 years or older | Female               | Male | 12th Grade or less, no diploma                                    | high school diploma | some college, no degree | associate's degree (e.g. AA, AS) | bachelor's degree (e.g. BA, AB, BS) | graduate degree or professional degree |
| Population growth                                 | 25%                            | 28%         | 21%         | 19%         | 13%         | 19%         | 16%               | 16%                  | 25%  | 13%   | 11%                 | 19%                     | 19%                              | 22%                                 | 22%                                    |
| Retail growth (stores, restaurants etc.)          | 34%                            | 43%         | 42%         | 37%         | 37%         | 41%         | 38%               | 40%                  | 40%  | 10%   | 27%                 | 42%                     | 36%                              | 42%                                 | 41%                                    |
| Jobs growth                                       | 25%                            | 39%         | 31%         | 25%         | 20%         | 28%         | 33%               | 28%                  | 30%  | 11%   | 37%                 | 27%                     | 34%                              | 31%                                 | 25%                                    |
| Proportion of Respondents Rating as "About Right" |                                |             |             |             |             |             |                   |                      |      |   |                     |                         |                                  |                                     |  |

| Figure 3c: Ratings of Growth   |              |  |  |                                |  |           |            |             |                    |   |                      |                      |                   |
|--|--------------|--|--|--------------------------------|--|-----------|------------|-------------|--------------------|---|----------------------|----------------------|-------------------|
| Please rate the speed of growth in the following categories in Scottsdale over the past 2 years: |              | In which area of Scottsdale do you live? |  |                                | How many years have you lived in Scottsdale? |           |            |             |                    | How much do you anticipate your household's total income before taxes will be for the current year? |                      |                      |                   |
|  |              | South of Indian Bend Road                | North of Indian Bend Road and south or west of the CAP Canal | North or east of the CAP Canal | less than 2 years                            | 2-5 years | 6-10 years | 11-20 years | more than 20 years | less than \$24,999  | \$25,000 to \$49,999 | \$50,000 to \$99,999 | \$100,000 or more |
| Population growth  | too slow     | 1%                                       | 0%   | 0%                             | 0%   | 0%        | 0%         | 1%          | 0%                 | 1%  | 0%                   | 0%                   | 0%                |
|  | right amount | 17%                                      | 20%  | 24%                            | 32%  | 28%       | 16%        | 19%         | 9%                 | 23%   | 15%                  | 20%                  | 27%               |
|  | too fast     | 82%                                      | 80%  | 76%                            | 68%  | 71%       | 84%        | 80%         | 91%                | 76%   | 85%                  | 80%                  | 73%               |
| Total  |              | 100%                                     | 100%   | 100%                           | 100%   | 100%      | 100%       | 100%        | 100%               | 100%  | 100%                 | 100%                 | 100%              |
| Retail growth (stores, restaurants etc.)   | too slow     | 17%                                      | 5%   | 6%                             | 15%  | 11%       | 5%         | 10%         | 11%                | 21%   | 15%                  | 4%                   | 9%                |
|  | right amount | 40%                                      | 40%  | 39%                            | 48%  | 45%       | 36%        | 37%         | 35%                | 47%   | 34%                  | 38%                  | 44%               |
|  | too fast     | 42%                                      | 55%  | 55%                            | 37%  | 44%       | 59%        | 53%         | 55%                | 31%   | 50%                  | 58%                  | 48%               |
| Total  |              | 100%                                     | 100%   | 100%                           | 100%   | 100%      | 100%       | 100%        | 100%               | 100%  | 100%                 | 100%                 | 100%              |
| Jobs growth  | too slow     | 71%                                      | 65%  | 66%                            | 64%  | 71%       | 65%        | 65%         | 73%                | 80%   | 63%                  | 68%                  | 66%               |
|  | right amount | 26%                                      | 30%  | 32%                            | 33%  | 27%       | 32%        | 28%         | 26%                | 19%   | 31%                  | 29%                  | 30%               |
|  | too fast     | 3%                                       | 5%   | 2%                             | 3%   | 3%        | 3%         | 7%          | 1%                 | 1%  | 5%                   | 2%                   | 4%                |
| Total  |              | 100%                                     | 100%   | 100%                           | 100%   | 100%      | 100%       | 100%        | 100%               | 100%  | 100%                 | 100%                 | 100%              |
| Don't know responses have been removed.  |              |  |  |                                |  |           |            |             |                    |   |                      |                      |                   |

| Figure 3d: Ratings of Growth   |              |                                |             |             |             |             |             |                   |                      |      |   |                     |                         |                                  |                                     |  |
|--|--------------|--------------------------------|-------------|-------------|-------------|-------------|-------------|-------------------|----------------------|------|---|---------------------|-------------------------|----------------------------------|-------------------------------------|--|
| Please rate the speed of growth in the following categories in Scottsdale over the past 2 years: |              | In which category is your age? |             |             |             |             |             |                   | What is your gender? |      | What is the highest degree or level of school you have completed? |                     |                         |                                  |                                     |  |
|  |              | 18-24 years                    | 25-34 years | 35-44 years | 45-54 years | 55-64 years | 65-74 years | 75 years or older | Female               | Male | 12th Grade or less, no diploma                                    | high school diploma | some college, no degree | associate's degree (e.g. AA, AS) | bachelor's degree (e.g. BA, AB, BS) | graduate degree or professional degree |
| Population growth  | too slow     | 0%                             | 0%          | 1%          | 0%          | 0%          | 1%          | 0%                | 0%                   | 0%   | 5%  | 0%                  | 0%                      | 0%                               | 0%                                  | 0%                                     |
|  | right amount | 25%                            | 28%         | 21%         | 19%         | 13%         | 19%         | 16%               | 16%                  | 25%  | 13%   | 11%                 | 19%                     | 19%                              | 22%                                 | 22%                                    |
|  | too fast     | 75%                            | 72%         | 79%         | 81%         | 87%         | 80%         | 84%               | 84%                  | 75%  | 81%   | 89%                 | 81%                     | 81%                              | 78%                                 | 78%                                    |
| Total  |              | 100%                           | 100%        | 100%        | 100%        | 100%        | 100%        | 100%              | 100%                 | 100% | 100%  | 100%                | 100%                    | 100%                             | 100%                                | 100%                                   |
| Retail growth (stores, restaurants etc.)   | too slow     | 14%                            | 15%         | 10%         | 9%          | 7%          | 8%          | 9%                | 10%                  | 11%  | 60%   | 17%                 | 8%                      | 15%                              | 9%                                  | 8%                                     |
|  | right amount | 34%                            | 43%         | 42%         | 37%         | 37%         | 41%         | 38%               | 40%                  | 40%  | 10%   | 27%                 | 42%                     | 36%                              | 42%                                 | 41%                                    |
|  | too fast     | 52%                            | 42%         | 48%         | 54%         | 56%         | 51%         | 52%               | 51%                  | 50%  | 30%   | 56%                 | 50%                     | 49%                              | 49%                                 | 51%                                    |
| Total  |              | 100%                           | 100%        | 100%        | 100%        | 100%        | 100%        | 100%              | 100%                 | 100% | 100%  | 100%                | 100%                    | 100%                             | 100%                                | 100%                                   |
| Jobs growth  | too slow     | 67%                            | 58%         | 67%         | 72%         | 77%         | 72%         | 59%               | 69%                  | 67%  | 89%   | 55%                 | 68%                     | 66%                              | 67%                                 | 72%                                    |
|  | right amount | 25%                            | 39%         | 31%         | 25%         | 20%         | 28%         | 33%               | 28%                  | 30%  | 11%   | 37%                 | 27%                     | 34%                              | 31%                                 | 25%                                    |
|  | too fast     | 8%                             | 2%          | 2%          | 4%          | 3%          | 0%          | 8%                | 4%                   | 3%   | 0%  | 8%                  | 5%                      | 0%                               | 2%                                  | 4%                                     |
| Total  |              | 100%                           | 100%        | 100%        | 100%        | 100%        | 100%        | 100%              | 100%                 | 100% | 100%  | 100%                | 100%                    | 100%                             | 100%                                | 100%                                   |
| Don't know responses have been removed.  |              |                                |             |             |             |             |             |                   |                      |      |   |                     |                         |                                  |                                     |  |

| Figure 4a: Ratings of Potential Problems in Scottsdale                   |  |  |                                |  |           |            |             |                    |   |                      |                      |                   |
|--|--|--|--------------------------------|--|-----------|------------|-------------|--------------------|---|----------------------|----------------------|-------------------|
|  | In which area of Scottsdale do you live? |  |                                | How many years have you lived in Scottsdale? |           |            |             |                    | How much do you anticipate your household's total income before taxes will be for the current year? |                      |                      |                   |
|  | South of Indian Bend Road                | North of Indian Bend Road and south or west of the CAP Canal | North or east of the CAP Canal | less than 2 years                            | 2-5 years | 6-10 years | 11-20 years | more than 20 years | less than \$24,999  | \$25,000 to \$49,999 | \$50,000 to \$99,999 | \$100,000 or more |
| Crime  | 46                                       | 53   | 54                             | 58   | 58        | 49         | 47          | 42                 | 46  | 51                   | 50                   | 54                |
| Drugs  | 38                                       | 44   | 42                             | 51   | 51        | 39         | 35          | 31                 | 39  | 41                   | 38                   | 44                |
| Too much growth  | 32                                       | 30   | 36                             | 47   | 45        | 30         | 26          | 21                 | 38  | 34                   | 32                   | 35                |
| Lack of growth   | 85                                       | 90   | 92                             | 86   | 90        | 90         | 88          | 88                 | 84  | 84                   | 90                   | 91                |
| Noise  | 61                                       | 62   | 68                             | 70   | 66        | 64         | 59          | 58                 | 68  | 63                   | 63                   | 62                |
| Run down buildings, weed lots, or junk vehicles                          | 53                                       | 71   | 75                             | 75   | 68        | 69         | 62          | 55                 | 61  | 61                   | 67                   | 70                |
| Taxes  | 49                                       | 53   | 55                             | 58   | 58        | 55         | 48          | 43                 | 46  | 51                   | 53                   | 57                |
| Traffic congestion   | 37                                       | 32   | 31                             | 44   | 41        | 31         | 28          | 25                 | 36  | 34                   | 34                   | 34                |
| Unsupervised youth   | 57                                       | 56   | 61                             | 66   | 64        | 53         | 58          | 49                 | 59  | 51                   | 57                   | 64                |
| Average Rating on a 100-point Scale (0=major problem, 100=not a problem) |  |  |                                |  |           |            |             |                    |   |                      |                      |                   |

| Figure 4b: Ratings of Potential Problems in Scottsdale                   |                                |             |             |             |             |             |                   |                      |      |   |                     |                         |                                  |                                     |  |
|--|--------------------------------|-------------|-------------|-------------|-------------|-------------|-------------------|----------------------|------|---|---------------------|-------------------------|----------------------------------|-------------------------------------|--|
|  | In which category is your age? |             |             |             |             |             |                   | What is your gender? |      | What is the highest degree or level of school you have completed? |                     |                         |                                  |                                     |  |
|  | 18-24 years                    | 25-34 years | 35-44 years | 45-54 years | 55-64 years | 65-74 years | 75 years or older | Female               | Male | 12th Grade or less, no diploma                                    | high school diploma | some college, no degree | associate's degree (e.g. AA, AS) | bachelor's degree (e.g. BA, AB, BS) | graduate degree or professional degree |
| Crime  | 61                             | 60          | 53          | 50          | 45          | 45          | 36                | 48                   | 53   | 37  | 50                  | 48                      | 46                               | 54                                  | 51                                     |
| Drugs  | 45                             | 50          | 46          | 40          | 34          | 32          | 30                | 37                   | 45   | 32  | 37                  | 38                      | 36                               | 45                                  | 40                                     |
| Too much growth  | 38                             | 50          | 34          | 29          | 25          | 26          | 25                | 31                   | 37   | 39  | 36                  | 33                      | 29                               | 34                                  | 33                                     |
| Lack of growth   | 88                             | 87          | 89          | 90          | 91          | 86          | 85                | 90                   | 87   | 72  | 89                  | 86                      | 85                               | 91                                  | 90                                     |
| Noise  | 88                             | 74          | 62          | 58          | 55          | 60          | 63                | 63                   | 64   | 52  | 71                  | 63                      | 58                               | 65                                  | 62                                     |
| Run down buildings, weed lots, or junk vehicles                          | 61                             | 70          | 69          | 67          | 62          | 61          | 61                | 65                   | 67   | 47  | 69                  | 62                      | 60                               | 70                                  | 65                                     |
| Taxes  | 52                             | 64          | 54          | 46          | 48          | 48          | 48                | 52                   | 52   | 54  | 50                  | 49                      | 48                               | 56                                  | 51                                     |
| Traffic congestion   | 48                             | 45          | 34          | 31          | 28          | 30          | 22                | 32                   | 36   | 25  | 37                  | 33                      | 35                               | 35                                  | 32                                     |
| Unsupervised youth   | 77                             | 64          | 59          | 56          | 51          | 52          | 43                | 55                   | 61   | 43  | 50                  | 59                      | 52                               | 63                                  | 56                                     |
| Average Rating on a 100-point Scale (0=major problem, 100=not a problem) |                                |             |             |             |             |             |                   |                      |      |   |                     |                         |                                  |                                     |  |

| Figure 5a: Ratings of Safety from Various Problems                 |  |  |                                |  |           |            |             |                    |   |                      |                      |                   |
|--|--|--|--------------------------------|--|-----------|------------|-------------|--------------------|---|----------------------|----------------------|-------------------|
|  | In which area of Scottsdale do you live? |  |                                | How many years have you lived in Scottsdale? |           |            |             |                    | How much do you anticipate your household's total income before taxes will be for the current year? |                      |                      |                   |
|  | South of Indian Bend Road                | North of Indian Bend Road and south or west of the CAP Canal | North or east of the CAP Canal | less than 2 years                            | 2-5 years | 6-10 years | 11-20 years | more than 20 years | less than \$24,999  | \$25,000 to \$49,999 | \$50,000 to \$99,999 | \$100,000 or more |
| Violent crime  | 69                                       | 76   | 75                             | 73   | 77        | 73         | 74          | 66                 | 64  | 72                   | 73                   | 76                |
| Property crimes  | 56                                       | 61   | 65                             | 64   | 67        | 58         | 61          | 52                 | 57  | 60                   | 60                   | 62                |
| Fire   | 73                                       | 74   | 76                             | 74   | 73        | 73         | 79          | 74                 | 72  | 75                   | 73                   | 77                |
| Average Rating on a 100-Point Scale (0=very unsafe, 100=very safe) |  |  |                                |  |           |            |             |                    |   |                      |                      |                   |

| Figure 5b: Ratings of Safety from Various Problems                 |                                |             |             |             |             |             |                   |                      |      |   |                     |                         |                                  |                                     |  |
|--|--------------------------------|-------------|-------------|-------------|-------------|-------------|-------------------|----------------------|------|---|---------------------|-------------------------|----------------------------------|-------------------------------------|--|
|  | In which category is your age? |             |             |             |             |             |                   | What is your gender? |      | What is the highest degree or level of school you have completed? |                     |                         |                                  |                                     |  |
|  | 18-24 years                    | 25-34 years | 35-44 years | 45-54 years | 55-64 years | 65-74 years | 75 years or older | Female               | Male | 12th Grade or less, no diploma                                    | high school diploma | some college, no degree | associate's degree (e.g. AA, AS) | bachelor's degree (e.g. BA, AB, BS) | graduate degree or professional degree |
| Violent crime  | 81                             | 78          | 74          | 76          | 69          | 69          | 62                | 69                   | 78   | 56  | 74                  | 68                      | 67                               | 76                                  | 74                                     |
| Property crimes  | 61                             | 62          | 60          | 61          | 60          | 58          | 59                | 58                   | 63   | 50  | 67                  | 59                      | 52                               | 62                                  | 60                                     |
| Fire   | 74                             | 73          | 74          | 76          | 72          | 79          | 74                | 72                   | 77   | 65  | 76                  | 73                      | 74                               | 75                                  | 75                                     |
| Average Rating on a 100-Point Scale (0=very unsafe, 100=very safe) |                                |             |             |             |             |             |                   |                      |      |   |                     |                         |                                  |                                     |  |



| Figure 6a: Ratings of Feelings of Safety in Various Areas          |  |  |                                |  |           |            |             |                    |   |                      |                      |                   |
|--|--|--|--------------------------------|--|-----------|------------|-------------|--------------------|---|----------------------|----------------------|-------------------|
|  | In which area of Scottsdale do you live? |  |                                | How many years have you lived in Scottsdale? |           |            |             |                    | How much do you anticipate your household's total income before taxes will be for the current year? |                      |                      |                   |
|  | South of Indian Bend Road                | North of Indian Bend Road and south or west of the CAP Canal | North or east of the CAP Canal | less than 2 years                            | 2-5 years | 6-10 years | 11-20 years | more than 20 years | less than \$24,999  | \$25,000 to \$49,999 | \$50,000 to \$99,999 | \$100,000 or more |
| In your neighborhood during the day                                | 88                                       | 92   | 96                             | 92   | 93        | 92         | 92          | 90                 | 89  | 91                   | 92                   | 95                |
| In your neighborhood after dark                                    | 69                                       | 80   | 83                             | 78   | 79        | 77         | 77          | 73                 | 68  | 73                   | 77                   | 83                |
| In Scottsdale's downtown area during the day                       | 89                                       | 88   | 89                             | 88   | 89        | 88         | 89          | 88                 | 87  | 88                   | 88                   | 90                |
| In Scottsdale's downtown area after dark                           | 69                                       | 68   | 71                             | 68   | 72        | 69         | 70          | 69                 | 72  | 68                   | 68                   | 73                |
| In Scottsdale's parks during the day                               | 85                                       | 88   | 86                             | 88   | 87        | 86         | 87          | 83                 | 82  | 87                   | 86                   | 88                |
| In Scottsdale's parks after dark                                   | 50                                       | 57   | 58                             | 56   | 59        | 55         | 53          | 48                 | 49  | 54                   | 52                   | 59                |
| Average Rating on a 100-Point Scale (0=very unsafe, 100=very safe) |  |  |                                |  |           |            |             |                    |   |                      |                      |                   |

| Figure 6b: Ratings of Feelings of Safety in Various Areas          |                                |             |             |             |             |             |                   |                      |      |   |                     |                         |                                  |                                     |  |
|--|--------------------------------|-------------|-------------|-------------|-------------|-------------|-------------------|----------------------|------|---|---------------------|-------------------------|----------------------------------|-------------------------------------|--|
|  | In which category is your age? |             |             |             |             |             |                   | What is your gender? |      | What is the highest degree or level of school you have completed? |                     |                         |                                  |                                     |  |
|  | 18-24 years                    | 25-34 years | 35-44 years | 45-54 years | 55-64 years | 65-74 years | 75 years or older | Female               | Male | 12th Grade or less, no diploma                                    | high school diploma | some college, no degree | associate's degree (e.g. AA, AS) | bachelor's degree (e.g. BA, AB, BS) | graduate degree or professional degree |
| In your neighborhood during the day                                | 97                             | 94          | 92          | 92          | 89          | 90          | 89                | 90                   | 93   | 84  | 90                  | 92                      | 89                               | 94                                  | 91                                     |
| In your neighborhood after dark                                    | 81                             | 79          | 76          | 79          | 76          | 74          | 70                | 72                   | 82   | 46  | 76                  | 75                      | 74                               | 80                                  | 77                                     |
| In Scottsdale's downtown area during the day                       | 94                             | 92          | 89          | 88          | 86          | 88          | 83                | 87                   | 90   | 80  | 86                  | 87                      | 86                               | 90                                  | 89                                     |
| In Scottsdale's downtown area after dark                           | 71                             | 74          | 69          | 70          | 67          | 65          | 64                | 66                   | 74   | 65  | 72                  | 68                      | 67                               | 72                                  | 69                                     |
| In Scottsdale's parks during the day                               | 94                             | 91          | 85          | 88          | 83          | 82          | 79                | 83                   | 90   | 81  | 86                  | 84                      | 83                               | 89                                  | 86                                     |
| In Scottsdale's parks after dark                                   | 51                             | 65          | 54          | 54          | 49          | 48          | 45                | 47                   | 63   | 33  | 56                  | 50                      | 50                               | 60                                  | 53                                     |
| Average Rating on a 100-Point Scale (0=very unsafe, 100=very safe) |                                |             |             |             |             |             |                   |                      |      |   |                     |                         |                                  |                                     |  |

| Figure 7a: Crime Victimization and Reporting   |  |  |                                |  |           |            |             |                    |   |                      |                      |                   |
|--|--|--|--------------------------------|--|-----------|------------|-------------|--------------------|---|----------------------|----------------------|-------------------|
|  | In which area of Scottsdale do you live? |  |                                | How many years have you lived in Scottsdale? |           |            |             |                    | How much do you anticipate your household's total income before taxes will be for the current year? |                      |                      |                   |
|  | South of Indian Bend Road                | North of Indian Bend Road and south or west of the CAP Canal | North or east of the CAP Canal | less than 2 years                            | 2-5 years | 6-10 years | 11-20 years | more than 20 years | less than \$24,999  | \$25,000 to \$49,999 | \$50,000 to \$99,999 | \$100,000 or more |
| During the past twelve months, were you or anyone in your household the victim of any crime? | 15%                                      | 12%  | 8%                             | 13%  | 11%       | 10%        | 12%         | 12%                | 9%  | 14%                  | 10%                  | 11%               |
| If yes, was this crime (these crimes) reported to the police?                                | 80%                                      | 76%  | 55%                            | 73%  | 49%       | 75%        | 94%         | 77%                | 35%   | 78%                  | 72%                  | 84%               |
| Percent of Respondents Whose Households Were Victims of Crime, and Who Reported the Crime    |  |  |                                |  |           |            |             |                    |   |                      |                      |                   |

| Figure 7b: Crime Victimization and Reporting   |                                |             |             |             |             |             |                   |                      |      |   |                     |                         |                                  |                                     |  |
|--|--------------------------------|-------------|-------------|-------------|-------------|-------------|-------------------|----------------------|------|---|---------------------|-------------------------|----------------------------------|-------------------------------------|--|
|  | In which category is your age? |             |             |             |             |             |                   | What is your gender? |      | What is the highest degree or level of school you have completed? |                     |                         |                                  |                                     |  |
|  | 18-24 years                    | 25-34 years | 35-44 years | 45-54 years | 55-64 years | 65-74 years | 75 years or older | Female               | Male | 12th Grade or less, no diploma                                    | high school diploma | some college, no degree | associate's degree (e.g. AA, AS) | bachelor's degree (e.g. BA, AB, BS) | graduate degree or professional degree |
| During the past twelve months, were you or anyone in your household the victim of any crime? | 31%                            | 16%         | 10%         | 10%         | 9%          | 8%          | 8%                | 10%                  | 13%  | 21%   | 12%                 | 10%                     | 15%                              | 8%                                  | 16%                                    |
| If yes, was this crime (these crimes) reported to the police?                                | 100%                           | 63%         | 62%         | 87%         | 72%         | 77%         | 53%               | 70%                  | 75%  | 84%   | 53%                 | 70%                     | 100%                             | 53%                                 | 84%                                    |
| Percent of Respondents Whose Households Were Victims of Crime, and Who Reported the Crime    |                                |             |             |             |             |             |                   |                      |      |   |                     |                         |                                  |                                     |  |

| Figure 8a: Use of Community Amenities  |  |  |                                |  |           |            |             |                    |   |                      |                      |                   |
|--|--|--|--------------------------------|--|-----------|------------|-------------|--------------------|---|----------------------|----------------------|-------------------|
|  | In which area of Scottsdale do you live? |  |                                | How many years have you lived in Scottsdale? |           |            |             |                    | How much do you anticipate your household's total income before taxes will be for the current year? |                      |                      |                   |
|  | South of Indian Bend Road                | North of Indian Bend Road and south or west of the CAP Canal | North or east of the CAP Canal | less than 2 years                            | 2-5 years | 6-10 years | 11-20 years | more than 20 years | less than \$24,999  | \$25,000 to \$49,999 | \$50,000 to \$99,999 | \$100,000 or more |
| Used Scottsdale public libraries or their services   | 76%                                      | 79%  | 66%                            | 56%  | 68%       | 80%        | 80%         | 84%                | 68%   | 74%                  | 81%                  | 67%               |
| Used Scottsdale recreation centers   | 58%                                      | 59%  | 52%                            | 58%  | 58%       | 55%        | 51%         | 57%                | 48%   | 56%                  | 61%                  | 57%               |
| Participated in a recreation program or activity   | 38%                                      | 39%  | 40%                            | 37%  | 41%       | 41%        | 34%         | 41%                | 28%   | 37%                  | 43%                  | 42%               |
| Visited a Scottsdale park  | 89%                                      | 83%  | 82%                            | 82%  | 87%       | 83%        | 81%         | 89%                | 80%   | 82%                  | 90%                  | 85%               |
| Ridden a local bus within Scottsdale   | 16%                                      | 12%  | 4%                             | 10%  | 11%       | 13%        | 14%         | 7%                 | 22%   | 16%                  | 7%                   | 8%                |
| Attended a meeting of local elected officials or other local public meeting                    | 22%                                      | 19%  | 24%                            | 10%  | 16%       | 28%        | 28%         | 27%                | 16%   | 22%                  | 20%                  | 26%               |
| Watched a meeting of local elected officials or other local public meeting on cable television | 53%                                      | 48%  | 44%                            | 37%  | 39%       | 52%        | 55%         | 61%                | 48%   | 54%                  | 44%                  | 49%               |
| Recycled used paper, cans or bottles from your home  | 73%                                      | 84%  | 85%                            | 58%  | 75%       | 85%        | 88%         | 91%                | 56%   | 66%                  | 83%                  | 95%               |
| Volunteered your time to some group/activity in Scottsdale                                     | 35%                                      | 40%  | 44%                            | 22%  | 38%       | 48%        | 45%         | 39%                | 31%   | 37%                  | 36%                  | 48%               |

| Figure 8a: Use of Community Amenities  |  |  |                                |  |           |            |             |                    |   |                      |                      |                   |
|--|--|--|--------------------------------|--|-----------|------------|-------------|--------------------|---|----------------------|----------------------|-------------------|
|  | In which area of Scottsdale do you live? |  |                                | How many years have you lived in Scottsdale? |           |            |             |                    | How much do you anticipate your household's total income before taxes will be for the current year? |                      |                      |                   |
|  | South of Indian Bend Road                | North of Indian Bend Road and south or west of the CAP Canal | North or east of the CAP Canal | less than 2 years                            | 2-5 years | 6-10 years | 11-20 years | more than 20 years | less than \$24,999  | \$25,000 to \$49,999 | \$50,000 to \$99,999 | \$100,000 or more |
| Read City of Scottsdale Newsletter   | 68%                                      | 78%  | 76%                            | 57%  | 73%       | 73%        | 81%         | 80%                | 61%   | 66%                  | 78%                  | 79%               |
| Used the Internet for anything   | 83%                                      | 88%  | 91%                            | 92%  | 95%       | 86%        | 85%         | 73%                | 59%   | 78%                  | 96%                  | 96%               |
| Used the Internet to conduct business with Scottsdale  | 36%                                      | 43%  | 49%                            | 46%  | 51%       | 49%        | 37%         | 27%                | 18%   | 36%                  | 45%                  | 55%               |
| Purchased an item over the Internet  | 64%                                      | 71%  | 83%                            | 77%  | 81%       | 75%        | 65%         | 57%                | 32%   | 63%                  | 81%                  | 88%               |
| <i>Proportion of Respondents Rating Engaging in Activity At Least Once in Last 12 Months</i> |  |  |                                |  |           |            |             |                    |   |                      |                      |                   |

| Figure 8b: Use of Community Amenities              |                                |             |             |             |             |             |                   |                      |      |   |                     |                         |                                  |                                     |  |
|--|--------------------------------|-------------|-------------|-------------|-------------|-------------|-------------------|----------------------|------|---|---------------------|-------------------------|----------------------------------|-------------------------------------|--|
|  | In which category is your age? |             |             |             |             |             |                   | What is your gender? |      | What is the highest degree or level of school you have completed? |                     |                         |                                  |                                     |  |
|  | 18-24 years                    | 25-34 years | 35-44 years | 45-54 years | 55-64 years | 65-74 years | 75 years or older | Female               | Male | 12th Grade or less, no diploma                                    | high school diploma | some college, no degree | associate's degree (e.g. AA, AS) | bachelor's degree (e.g. BA, AB, BS) | graduate degree or professional degree |
| Used Scottsdale public libraries or their services | 54%                            | 70%         | 72%         | 78%         | 72%         | 81%         | 75%               | 76%                  | 70%  | 53%   | 55%                 | 72%                     | 80%                              | 74%                                 | 79%                                    |
| Used Scottsdale recreation centers                 | 62%                            | 56%         | 65%         | 58%         | 46%         | 53%         | 49%               | 57%                  | 54%  | 42%   | 48%                 | 48%                     | 66%                              | 58%                                 | 60%                                    |
| Participated in a recreation program or activity   | 23%                            | 35%         | 53%         | 42%         | 35%         | 41%         | 31%               | 40%                  | 38%  | 12%   | 26%                 | 31%                     | 42%                              | 39%                                 | 50%                                    |
| Visited a Scottsdale park                          | 94%                            | 88%         | 92%         | 89%         | 80%         | 73%         | 71%               | 83%                  | 87%  | 81%   | 72%                 | 81%                     | 93%                              | 89%                                 | 83%                                    |
| Ridden a local bus within Scottsdale               | 15%                            | 7%          | 12%         | 15%         | 8%          | 7%          | 13%               | 12%                  | 9%   | 49%   | 17%                 | 11%                     | 14%                              | 7%                                  | 11%                                    |
| Attended meeting of local elected officials ...    | 8%                             | 10%         | 18%         | 28%         | 24%         | 31%         | 27%               | 19%                  | 24%  | 12%   | 10%                 | 21%                     | 25%                              | 18%                                 | 30%                                    |
| Watched meeting of local elected officials ...     | 41%                            | 35%         | 41%         | 55%         | 57%         | 61%         | 53%               | 45%                  | 53%  | 72%   | 44%                 | 46%                     | 57%                              | 46%                                 | 52%                                    |
| Recycled   | 45%                            | 68%         | 91%         | 88%         | 82%         | 86%         | 75%               | 76%                  | 83%  | 62%   | 76%                 | 75%                     | 76%                              | 83%                                 | 82%                                    |

Report of Demographic Subgroup Comparisons

| Figure 8b: Use of Community Amenities   |                                |             |             |             |             |             |                   |                      |      |   |                     |                         |                                  |                                     |  |
|---|--------------------------------|-------------|-------------|-------------|-------------|-------------|-------------------|----------------------|------|---|---------------------|-------------------------|----------------------------------|-------------------------------------|--|
|   | In which category is your age? |             |             |             |             |             |                   | What is your gender? |      | What is the highest degree or level of school you have completed? |                     |                         |                                  |                                     |  |
|   | 18-24 years                    | 25-34 years | 35-44 years | 45-54 years | 55-64 years | 65-74 years | 75 years or older | Female               | Male | 12th Grade or less, no diploma                                    | high school diploma | some college, no degree | associate's degree (e.g. AA, AS) | bachelor's degree (e.g. BA, AB, BS) | graduate degree or professional degree |
| used paper, cans or bottles from your home  |                                |             |             |             |             |             |                   |                      |      |   |                     |                         |                                  |                                     |  |
| Volunteered your time to some group/activity in Scottsdale                            | 20%                            | 31%         | 38%         | 47%         | 40%         | 44%         | 44%               | 39%                  | 39%  | 24%   | 24%                 | 32%                     | 34%                              | 40%                                 | 50%                                    |
| Read City of Scottsdale Newsletter  | 24%                            | 63%         | 77%         | 82%         | 80%         | 80%         | 71%               | 74%                  | 72%  | 83%   | 66%                 | 73%                     | 71%                              | 73%                                 | 74%                                    |
| Used the Internet for anything  | 95%                            | 99%         | 98%         | 96%         | 83%         | 73%         | 39%               | 83%                  | 90%  | 43%   | 60%                 | 76%                     | 90%                              | 94%                                 | 94%                                    |
| Used the Internet to conduct business with Scottsdale                                 | 34%                            | 53%         | 53%         | 51%         | 45%         | 21%         | 10%               | 36%                  | 50%  | 4%  | 23%                 | 35%                     | 45%                              | 49%                                 | 47%                                    |
| Purchased an item over the Internet   | 75%                            | 89%         | 85%         | 84%         | 67%         | 45%         | 23%               | 66%                  | 78%  | 14%   | 47%                 | 59%                     | 79%                              | 81%                                 | 79%                                    |
| Proportion of Respondents Rating Engaging in Activity At Least Once in Last 12 Months |                                |             |             |             |             |             |                   |                      |      |   |                     |                         |                                  |                                     |  |



| Figure 9a: Quality of Service Ratings |  |  |                                |  |           |            |             |                    |   |                      |                      |                   |
|---------------------------------------|--|--|--------------------------------|--|-----------|------------|-------------|--------------------|---|----------------------|----------------------|-------------------|
|                                       | In which area of Scottsdale do you live? |  |                                | How many years have you lived in Scottsdale? |           |            |             |                    | How much do you anticipate your household's total income before taxes will be for the current year? |                      |                      |                   |
|                                       | South of Indian Bend Road                | North of Indian Bend Road and south or west of the CAP Canal | North or east of the CAP Canal | less than 2 years                            | 2-5 years | 6-10 years | 11-20 years | more than 20 years | less than \$24,999  | \$25,000 to \$49,999 | \$50,000 to \$99,999 | \$100,000 or more |
| Police services                       | 67                                       | 71   | 72                             | 72   | 67        | 71         | 70          | 70                 | 68  | 72                   | 71                   | 70                |
| Fire services                         | 75                                       | 77   | 75                             | 73   | 74        | 75         | 79          | 78                 | 77  | 78                   | 76                   | 75                |
| Ambulance/emergency medical services  | 75                                       | 78   | 77                             | 75   | 71        | 78         | 79          | 80                 | 77  | 77                   | 78                   | 74                |
| Traffic enforcement                   | 55                                       | 57   | 55                             | 58   | 57        | 53         | 55          | 55                 | 53  | 56                   | 57                   | 56                |
| Garbage collection                    | 73                                       | 81   | 81                             | 73   | 79        | 82         | 79          | 76                 | 74  | 77                   | 79                   | 80                |
| Recycling                             | 63                                       | 73   | 77                             | 50   | 72        | 76         | 77          | 73                 | 58  | 61                   | 70                   | 79                |
| Yard waste pick-up                    | 64                                       | 70   | 72                             | 69   | 67        | 70         | 68          | 68                 | 62  | 65                   | 69                   | 71                |
| Street repair                         | 52                                       | 57   | 61                             | 61   | 62        | 59         | 52          | 49                 | 47  | 57                   | 58                   | 60                |
| Street cleaning                       | 63                                       | 65   | 66                             | 68   | 69        | 66         | 61          | 59                 | 62  | 65                   | 65                   | 66                |
| Sidewalk maintenance                  | 57                                       | 63   | 66                             | 67   | 68        | 61         | 56          | 54                 | 53  | 64                   | 61                   | 64                |
| Traffic signal timing                 | 47                                       | 51   | 51                             | 46   | 53        | 49         | 52          | 46                 | 49  | 50                   | 50                   | 50                |
| Amount of public parking              | 47                                       | 56   | 56                             | 51   | 57        | 52         | 58          | 44                 | 49  | 50                   | 53                   | 56                |
| Bus/transit services                  | 44                                       | 32   | 38                             | 52   | 44        | 28         | 40          | 32                 | 44  | 45                   | 37                   | 34                |
| Storm drainage                        | 54                                       | 50   | 50                             | 50   | 56        | 48         | 51          | 49                 | 48  | 51                   | 52                   | 53                |
| Drinking water                        | 39                                       | 40   | 41                             | 42   | 40        | 36         | 43          | 40                 | 36  | 39                   | 40                   | 44                |
| City parks                            | 75                                       | 76   | 73                             | 76   | 73        | 74         | 75          | 74                 | 75  | 73                   | 74                   | 76                |
| Recreation programs or classes        | 74                                       | 72   | 70                             | 74   | 73        | 65         | 74          | 75                 | 70  | 73                   | 72                   | 72                |
| Appearance/maintenance of parks       | 73                                       | 76   | 74                             | 75   | 73        | 75         | 75          | 72                 | 72  | 74                   | 75                   | 75                |
| Land use planning and                 | 39                                       | 44   | 42                             | 54   | 46        | 36         | 39          | 33                 | 45  | 37                   | 44                   | 43                |

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| Figure 9a: Quality of Service Ratings                       |  |  |                                |  |           |            |             |                    |   |                      |                      |                   |
|---|--|--|--------------------------------|--|-----------|------------|-------------|--------------------|---|----------------------|----------------------|-------------------|
|   | In which area of Scottsdale do you live? |  |                                | How many years have you lived in Scottsdale? |           |            |             |                    | How much do you anticipate your household's total income before taxes will be for the current year? |                      |                      |                   |
|   | South of Indian Bend Road                | North of Indian Bend Road and south or west of the CAP Canal | North or east of the CAP Canal | less than 2 years                            | 2-5 years | 6-10 years | 11-20 years | more than 20 years | less than \$24,999  | \$25,000 to \$49,999 | \$50,000 to \$99,999 | \$100,000 or more |
| zoning  |  |  |                                |  |           |            |             |                    |   |                      |                      |                   |
| Code enforcement (weeds, abandoned buildings, etc)          | 44                                       | 57   | 58                             | 60   | 56        | 52         | 50          | 44                 | 45  | 50                   | 52                   | 56                |
| Animal control  | 56                                       | 61   | 62                             | 63   | 64        | 58         | 57          | 54                 | 52  | 60                   | 60                   | 61                |
| Economic development  | 47                                       | 54   | 55                             | 59   | 55        | 50         | 48          | 45                 | 41  | 52                   | 54                   | 52                |
| Services to seniors   | 58                                       | 64   | 64                             | 63   | 68        | 59         | 63          | 57                 | 52  | 65                   | 63                   | 63                |
| Services to youth   | 60                                       | 57   | 63                             | 60   | 66        | 57         | 58          | 58                 | 60  | 64                   | 63                   | 57                |
| Public library services                                     | 76                                       | 77   | 74                             | 71   | 75        | 77         | 77          | 78                 | 71  | 78                   | 77                   | 74                |
| Public information services                                 | 62                                       | 66   | 64                             | 61   | 64        | 65         | 64          | 62                 | 65  | 64                   | 65                   | 62                |
| Average Rating on a 100-Point Scale (0=poor, 100=excellent) |  |  |                                |  |           |            |             |                    |   |                      |                      |                   |

| Figure 9b: Quality of Service Ratings |                                |             |             |             |             |             |                   |                      |      |   |                     |                         |                                  |                                     |  |
|---------------------------------------|--------------------------------|-------------|-------------|-------------|-------------|-------------|-------------------|----------------------|------|---|---------------------|-------------------------|----------------------------------|-------------------------------------|--|
|                                       | In which category is your age? |             |             |             |             |             |                   | What is your gender? |      | What is the highest degree or level of school you have completed? |                     |                         |                                  |                                     |  |
|                                       | 18-24 years                    | 25-34 years | 35-44 years | 45-54 years | 55-64 years | 65-74 years | 75 years or older | Female               | Male | 12th Grade or less, no diploma                                    | high school diploma | some college, no degree | associate's degree (e.g. AA, AS) | bachelor's degree (e.g. BA, AB, BS) | graduate degree or professional degree |
| Police services                       | 62                             | 70          | 68          | 69          | 71          | 75          | 73                | 71                   | 69   | 66  | 78                  | 71                      | 68                               | 70                                  | 68                                     |
| Fire services                         | 88                             | 74          | 74          | 74          | 76          | 78          | 80                | 77                   | 75   | 70  | 79                  | 81                      | 73                               | 74                                  | 74                                     |
| Ambulance/emergency medical services  | 79                             | 74          | 70          | 77          | 75          | 81          | 83                | 76                   | 77   | 66  | 82                  | 80                      | 76                               | 75                                  | 73                                     |
| Traffic enforcement                   | 63                             | 62          | 55          | 50          | 54          | 53          | 56                | 57                   | 54   | 54  | 57                  | 59                      | 57                               | 56                                  | 51                                     |
| Garbage collection                    | 67                             | 76          | 73          | 80          | 81          | 82          | 81                | 76                   | 81   | 67  | 79                  | 80                      | 76                               | 77                                  | 79                                     |
| Recycling                             | 50                             | 64          | 67          | 73          | 75          | 78          | 77                | 68                   | 74   | 55  | 76                  | 72                      | 62                               | 71                                  | 71                                     |
| Yard waste pick-up                    | 68                             | 63          | 66          | 70          | 71          | 73          | 67                | 66                   | 71   | 56  | 73                  | 71                      | 62                               | 67                                  | 69                                     |
| Street repair                         | 54                             | 63          | 54          | 55          | 56          | 55          | 58                | 55                   | 59   | 31  | 64                  | 55                      | 58                               | 57                                  | 58                                     |
| Street cleaning                       | 68                             | 69          | 61          | 63          | 65          | 64          | 60                | 64                   | 65   | 47  | 70                  | 65                      | 63                               | 64                                  | 64                                     |
| Sidewalk maintenance                  | 60                             | 66          | 61          | 59          | 62          | 62          | 58                | 60                   | 63   | 34  | 62                  | 60                      | 66                               | 62                                  | 62                                     |
| Traffic signal timing                 | 51                             | 51          | 47          | 48          | 51          | 48          | 53                | 51                   | 48   | 49  | 54                  | 50                      | 53                               | 48                                  | 50                                     |
| Amount of public parking              | 57                             | 53          | 54          | 54          | 49          | 51          | 52                | 52                   | 53   | 43  | 49                  | 50                      | 52                               | 54                                  | 54                                     |
| Bus/transit services                  | 72                             | 47          | 34          | 32          | 26          | 42          | 44                | 37                   | 41   | 56  | 41                  | 48                      | 44                               | 34                                  | 33                                     |
| Storm drainage                        | 50                             | 54          | 48          | 52          | 49          | 49          | 52                | 49                   | 53   | 32  | 54                  | 50                      | 53                               | 51                                  | 52                                     |
| Drinking water                        | 34                             | 39          | 39          | 38          | 37          | 45          | 47                | 36                   | 45   | 28  | 46                  | 42                      | 36                               | 38                                  | 42                                     |
| City parks                            | 73                             | 75          | 75          | 75          | 72          | 75          | 73                | 75                   | 74   | 55  | 76                  | 75                      | 76                               | 74                                  | 75                                     |
| Recreation programs or classes        | 73                             | 74          | 71          | 71          | 71          | 74          | 70                | 73                   | 71   | 66  | 70                  | 76                      | 65                               | 72                                  | 72                                     |
| Appearance/maintenance of parks       | 73                             | 76          | 74          | 73          | 73          | 73          | 71                | 74                   | 74   | 59  | 78                  | 74                      | 73                               | 74                                  | 74                                     |
| Land use, planning and zoning         | 59                             | 48          | 42          | 36          | 37          | 34          | 45                | 42                   | 41   | 31  | 48                  | 41                      | 38                               | 41                                  | 43                                     |
| Code enforcement                      | 55                             | 56          | 56          | 53          | 47          | 45          | 50                | 51                   | 53   | 31  | 51                  | 51                      | 52                               | 53                                  | 53                                     |

| Figure 9b: Quality of Service Ratings                       |                                |             |             |             |             |             |                   |                      |      |   |                     |                         |                                  |                                     |  |
|---|--------------------------------|-------------|-------------|-------------|-------------|-------------|-------------------|----------------------|------|---|---------------------|-------------------------|----------------------------------|-------------------------------------|--|
|   | In which category is your age? |             |             |             |             |             |                   | What is your gender? |      | What is the highest degree or level of school you have completed? |                     |                         |                                  |                                     |  |
|   | 18-24 years                    | 25-34 years | 35-44 years | 45-54 years | 55-64 years | 65-74 years | 75 years or older | Female               | Male | 12th Grade or less, no diploma                                    | high school diploma | some college, no degree | associate's degree (e.g. AA, AS) | bachelor's degree (e.g. BA, AB, BS) | graduate degree or professional degree |
| (weeds, abandoned buildings, etc)                           |                                |             |             |             |             |             |                   |                      |      |   |                     |                         |                                  |                                     |  |
| Animal control  | 74                             | 61          | 63          | 59          | 59          | 52          | 54                | 59                   | 60   | 29  | 59                  | 60                      | 61                               | 60                                  | 59                                     |
| Economic development  | 61                             | 57          | 52          | 46          | 48          | 48          | 52                | 53                   | 50   | 25  | 49                  | 55                      | 52                               | 51                                  | 50                                     |
| Services to seniors   | 72                             | 72          | 63          | 57          | 55          | 63          | 61                | 61                   | 62   | 62  | 61                  | 64                      | 61                               | 63                                  | 58                                     |
| Services to youth   | 57                             | 70          | 62          | 54          | 53          | 64          | 64                | 60                   | 60   | 65  | 61                  | 64                      | 59                               | 60                                  | 57                                     |
| Public library services                                     | 76                             | 79          | 74          | 74          | 72          | 77          | 79                | 77                   | 75   | 73  | 75                  | 76                      | 77                               | 78                                  | 73                                     |
| Public information services                                 | 66                             | 63          | 62          | 62          | 64          | 64          | 65                | 65                   | 61   | 69  | 68                  | 66                      | 59                               | 65                                  | 60                                     |
| Average Rating on a 100-Point Scale (0=poor, 100=excellent) |                                |             |             |             |             |             |                   |                      |      |   |                     |                         |                                  |                                     |  |

| Figure 10a: Ratings of Various Levels of Government   |  |  |                                |  |           |            |             |                    |   |                      |                      |                   |
|---|--|--|--------------------------------|--|-----------|------------|-------------|--------------------|---|----------------------|----------------------|-------------------|
|   | In which area of Scottsdale do you live? |  |                                | How many years have you lived in Scottsdale? |           |            |             |                    | How much do you anticipate your household's total income before taxes will be for the current year? |                      |                      |                   |
|   | South of Indian Bend Road                | North of Indian Bend Road and south or west of the CAP Canal | North or east of the CAP Canal | less than 2 years                            | 2-5 years | 6-10 years | 11-20 years | more than 20 years | less than \$24,999  | \$25,000 to \$49,999 | \$50,000 to \$99,999 | \$100,000 or more |
| Overall, how would you rate the quality of the services provided by the City of Scottsdale? | 65                                       | 71   | 69                             | 67   | 68        | 68         | 68          | 67                 | 64  | 68                   | 68                   | 69                |
| Overall, how would you rate the quality of the services provided by the Federal Government? | 44                                       | 43   | 45                             | 42   | 47        | 41         | 45          | 45                 | 42  | 46                   | 44                   | 44                |
| Overall, how would you rate the quality of the services provided by the State Government?   | 43                                       | 44   | 43                             | 42   | 48        | 41         | 42          | 45                 | 45  | 46                   | 43                   | 42                |
| Average Rating on a 100-point Scale (0=poor, 100=excellent)                                 |  |  |                                |  |           |            |             |                    |   |                      |                      |                   |

| Figure 10b: Ratings of Various Levels of Government   |                                |             |             |             |             |             |                   |                      |      |   |                     |                         |                                  |                                     |  |
|---|--------------------------------|-------------|-------------|-------------|-------------|-------------|-------------------|----------------------|------|---|---------------------|-------------------------|----------------------------------|-------------------------------------|--|
|   | In which category is your age? |             |             |             |             |             |                   | What is your gender? |      | What is the highest degree or level of school you have completed? |                     |                         |                                  |                                     |  |
|   | 18-24 years                    | 25-34 years | 35-44 years | 45-54 years | 55-64 years | 65-74 years | 75 years or older | Female               | Male | 12th Grade or less, no diploma                                    | high school diploma | some college, no degree | associate's degree (e.g. AA, AS) | bachelor's degree (e.g. BA, AB, BS) | graduate degree or professional degree |
| Overall, how would you rate the quality of the services provided by the City of Scottsdale? | 67                             | 68          | 69          | 64          | 69          | 69          | 71                | 67                   | 68   | 48  | 69                  | 71                      | 66                               | 68                                  | 66                                     |
| Overall, how would you rate the quality of the services provided by the Federal Government? | 44                             | 49          | 43          | 39          | 42          | 44          | 53                | 45                   | 43   | 41  | 50                  | 48                      | 40                               | 45                                  | 40                                     |
| Overall, how would you rate the quality of the services provided by the State Government?   | 51                             | 47          | 40          | 38          | 42          | 45          | 55                | 46                   | 41   | 50  | 50                  | 47                      | 42                               | 44                                  | 40                                     |
| Average Rating on a 100-point Scale (0=poor, 100=excellent)                                 |                                |             |             |             |             |             |                   |                      |      |   |                     |                         |                                  |                                     |  |

| Figure 11a: Proportion of Population Having Contact with City Employees   |  |  |                                |  |           |            |             |                    |   |                      |                      |                   |
|---|--|--|--------------------------------|--|-----------|------------|-------------|--------------------|---|----------------------|----------------------|-------------------|
|   | In which area of Scottsdale do you live? |  |                                | How many years have you lived in Scottsdale? |           |            |             |                    | How much do you anticipate your household's total income before taxes will be for the current year? |                      |                      |                   |
|   | South of Indian Bend Road                | North of Indian Bend Road and south or west of the CAP Canal | North or east of the CAP Canal | less than 2 years                            | 2-5 years | 6-10 years | 11-20 years | more than 20 years | less than \$24,999  | \$25,000 to \$49,999 | \$50,000 to \$99,999 | \$100,000 or more |
| Have you had any in-person or phone contact with an employee of the City of Scottsdale within the last 12 months? | 56%                                      | 57%  | 53%                            | 47%  | 51%       | 59%        | 63%         | 52%                | 42%   | 57%                  | 51%                  | 62%               |
| Percent of Respondents Who Reported Contact with a City Employee in the Last 12 Months                            |  |  |                                |  |           |            |             |                    |   |                      |                      |                   |

| Figure 11b: Proportion of Population Having Contact with City Employees                     |                                |             |             |             |             |             |                   |                      |      |   |                     |                         |                                  |                                     |  |
|---|--------------------------------|-------------|-------------|-------------|-------------|-------------|-------------------|----------------------|------|---|---------------------|-------------------------|----------------------------------|-------------------------------------|--|
|   | In which category is your age? |             |             |             |             |             |                   | What is your gender? |      | What is the highest degree or level of school you have completed? |                     |                         |                                  |                                     |  |
|   | 18-24 years                    | 25-34 years | 35-44 years | 45-54 years | 55-64 years | 65-74 years | 75 years or older | Female               | Male | 12th Grade or less, no diploma                                    | high school diploma | some college, no degree | associate's degree (e.g. AA, AS) | bachelor's degree (e.g. BA, AB, BS) | graduate degree or professional degree |
| Have you had any in-person or phone contact with a City employee within the last 12 months? | 58%                            | 47%         | 63%         | 61%         | 59%         | 48%         | 38%               | 49%                  | 60%  | 34%   | 46%                 | 53%                     | 61%                              | 54%                                 | 57%                                    |
| Percent of Respondents Who Reported Contact with a City Employee in the Last 12 Months      |                                |             |             |             |             |             |                   |                      |      |   |                     |                         |                                  |                                     |  |



| Figure 12a: Ratings of Contact with City Employees          |  |  |                                |  |           |            |             |                    |   |                      |                      |                   |
|---|--|--|--------------------------------|--|-----------|------------|-------------|--------------------|---|----------------------|----------------------|-------------------|
|   | In which area of Scottsdale do you live? |  |                                | How many years have you lived in Scottsdale? |           |            |             |                    | How much do you anticipate your household's total income before taxes will be for the current year? |                      |                      |                   |
|   | South of Indian Bend Road                | North of Indian Bend Road and south or west of the CAP Canal | North or east of the CAP Canal | less than 2 years                            | 2-5 years | 6-10 years | 11-20 years | more than 20 years | less than \$24,999  | \$25,000 to \$49,999 | \$50,000 to \$99,999 | \$100,000 or more |
| Knowledge   | 72                                       | 72   | 78                             | 71   | 80        | 74         | 71          | 73                 | 75  | 75                   | 74                   | 74                |
| Responsiveness  | 73                                       | 66   | 75                             | 67   | 76        | 71         | 69          | 72                 | 75  | 73                   | 70                   | 70                |
| Courtesy  | 74                                       | 72   | 80                             | 67   | 80        | 78         | 72          | 78                 | 78  | 77                   | 75                   | 74                |
| Overall Impression  | 70                                       | 70   | 76                             | 66   | 78        | 74         | 67          | 74                 | 71  | 74                   | 72                   | 71                |
| Average Rating on a 100-point Scale (0=poor, 100=excellent) |  |  |                                |  |           |            |             |                    |   |                      |                      |                   |

| Figure 12b: Ratings of Contact with City Employees          |                                |             |             |             |             |             |                   |                      |      |   |                     |                         |                                  |                                     |  |
|---|--------------------------------|-------------|-------------|-------------|-------------|-------------|-------------------|----------------------|------|---|---------------------|-------------------------|----------------------------------|-------------------------------------|--|
|   | In which category is your age? |             |             |             |             |             |                   | What is your gender? |      | What is the highest degree or level of school you have completed? |                     |                         |                                  |                                     |  |
|   | 18-24 years                    | 25-34 years | 35-44 years | 45-54 years | 55-64 years | 65-74 years | 75 years or older | Female               | Male | 12th Grade or less, no diploma                                    | high school diploma | some college, no degree | associate's degree (e.g. AA, AS) | bachelor's degree (e.g. BA, AB, BS) | graduate degree or professional degree |
| Knowledge   | 53                             | 74          | 72          | 74          | 77          | 76          | 83                | 74                   | 73   | 58  | 71                  | 77                      | 66                               | 76                                  | 73                                     |
| Responsiveness  | 64                             | 72          | 71          | 69          | 72          | 74          | 75                | 72                   | 70   | 58  | 69                  | 75                      | 74                               | 73                                  | 67                                     |
| Courtesy  | 54                             | 72          | 75          | 75          | 80          | 81          | 82                | 75                   | 76   | 67  | 72                  | 78                      | 73                               | 77                                  | 73                                     |
| Overall Impression  | 53                             | 72          | 71          | 72          | 74          | 77          | 75                | 72                   | 71   | 67  | 66                  | 74                      | 70                               | 74                                  | 70                                     |
| Average Rating on a 100-point Scale (0=poor, 100=excellent) |                                |             |             |             |             |             |                   |                      |      |   |                     |                         |                                  |                                     |  |

| Figure 13a: Ratings of Public Trust   |  |  |                                |  |           |            |             |                    |   |                      |                      |                   |
|---|--|--|--------------------------------|--|-----------|------------|-------------|--------------------|---|----------------------|----------------------|-------------------|
|   | In which area of Scottsdale do you live? |  |                                | How many years have you lived in Scottsdale? |           |            |             |                    | How much do you anticipate your household's total income before taxes will be for the current year? |                      |                      |                   |
|   | South of Indian Bend Road                | North of Indian Bend Road and south or west of the CAP Canal | North or east of the CAP Canal | less than 2 years                            | 2-5 years | 6-10 years | 11-20 years | more than 20 years | less than \$24,999  | \$25,000 to \$49,999 | \$50,000 to \$99,999 | \$100,000 or more |
| I receive good value for the City of Scottsdale taxes I pay                   | 65                                       | 71   | 70                             | 62   | 72        | 69         | 69          | 67                 | 62  | 65                   | 70                   | 72                |
| I am pleased with the overall direction that the City of Scottsdale is taking | 48                                       | 60   | 60                             | 66   | 62        | 54         | 53          | 45                 | 54  | 56                   | 57                   | 57                |
| The City of Scottsdale government welcomes citizen involvement                | 58                                       | 64   | 63                             | 62   | 65        | 58         | 64          | 59                 | 58  | 62                   | 63                   | 62                |
| The City of Scottsdale government listens to citizens                         | 46                                       | 52   | 54                             | 55   | 56        | 50         | 50          | 44                 | 50  | 53                   | 52                   | 51                |
| Average Rating on a 100-point Scale (0=strongly disagree, 100=strongly agree) |  |  |                                |  |           |            |             |                    |   |                      |                      |                   |

| Figure 13b: Ratings of Public Trust   |                                |             |             |             |             |             |                   |                      |      |   |                     |                         |                                  |                                     |  |
|---|--------------------------------|-------------|-------------|-------------|-------------|-------------|-------------------|----------------------|------|---|---------------------|-------------------------|----------------------------------|-------------------------------------|--|
|   | In which category is your age? |             |             |             |             |             |                   | What is your gender? |      | What is the highest degree or level of school you have completed? |                     |                         |                                  |                                     |  |
|   | 18-24 years                    | 25-34 years | 35-44 years | 45-54 years | 55-64 years | 65-74 years | 75 years or older | Female               | Male | 12th Grade or less, no diploma                                    | high school diploma | some college, no degree | associate's degree (e.g. AA, AS) | bachelor's degree (e.g. BA, AB, BS) | graduate degree or professional degree |
| I receive good value for the City of Scottsdale taxes I pay                   | 52                             | 68          | 67          | 66          | 69          | 71          | 75                | 69                   | 67   | 50  | 63                  | 69                      | 63                               | 70                                  | 68                                     |
| I am pleased with the overall direction that the City of Scottsdale is taking | 68                             | 62          | 58          | 49          | 53          | 52          | 60                | 57                   | 55   | 52  | 58                  | 56                      | 51                               | 57                                  | 56                                     |
| The City of Scottsdale government welcomes citizen involvement                | 63                             | 63          | 61          | 57          | 63          | 61          | 70                | 63                   | 60   | 51  | 61                  | 65                      | 64                               | 60                                  | 60                                     |
| The City of Scottsdale government listens to citizens                         | 47                             | 52          | 50          | 49          | 52          | 47          | 58                | 52                   | 49   | 45  | 54                  | 50                      | 55                               | 51                                  | 51                                     |
| Average Rating on a 100-point Scale (0=strongly disagree, 100=strongly agree) |                                |             |             |             |             |             |                   |                      |      |   |                     |                         |                                  |                                     |  |

| Figure 14b: Perceptions of Economy   |                   |  |  |                                |  |           |            |             |                    |   |                      |                      |                   |
|--|-------------------|--|--|--------------------------------|--|-----------|------------|-------------|--------------------|---|----------------------|----------------------|-------------------|
|  |                   | In which area of Scottsdale do you live? |  |                                | How many years have you lived in Scottsdale? |           |            |             |                    | How much do you anticipate your household's total income before taxes will be for the current year? |                      |                      |                   |
|  |                   | South of Indian Bend Road                | North of Indian Bend Road and south or west of the CAP Canal | North or east of the CAP Canal | less than 2 years                            | 2-5 years | 6-10 years | 11-20 years | more than 20 years | less than \$24,999  | \$25,000 to \$49,999 | \$50,000 to \$99,999 | \$100,000 or more |
| What impact, if any, do you think the economy will have on your family income in the next 6 months? Do you think the impact will be: | very positive     | 2%                                       | 6%   | 3%                             | 7%   | 3%        | 3%         | 2%          | 2%                 | 3%  | 2%                   | 3%                   | 5%                |
|  | somewhat positive | 23%                                      | 25%  | 28%                            | 30%  | 27%       | 23%        | 27%         | 21%                | 15%   | 21%                  | 26%                  | 33%               |
|  | neutral           | 42%                                      | 45%  | 43%                            | 37%  | 41%       | 42%        | 47%         | 49%                | 43%   | 42%                  | 40%                  | 44%               |
|  | somewhat negative | 28%                                      | 21%  | 22%                            | 23%  | 25%       | 28%        | 20%         | 22%                | 32%   | 30%                  | 26%                  | 15%               |
|  | very negative     | 5%                                       | 3%   | 3%                             | 2%   | 3%        | 4%         | 4%          | 6%                 | 6%  | 4%                   | 4%                   | 3%                |
| Total  |                   | 100%                                     | 100%   | 100%                           | 100%   | 100%      | 100%       | 100%        | 100%               | 100%  | 100%                 | 100%                 | 100%              |

| Figure 14b: Perceptions of Economy   |                   |                                |             |             |             |             |             |                   |                      |      |   |                     |                         |                                  |                                     |  |
|--|-------------------|--------------------------------|-------------|-------------|-------------|-------------|-------------|-------------------|----------------------|------|---|---------------------|-------------------------|----------------------------------|-------------------------------------|--|
|  |                   | In which category is your age? |             |             |             |             |             |                   | What is your gender? |      | What is the highest degree or level of school you have completed? |                     |                         |                                  |                                     |  |
|  |                   | 18-24 years                    | 25-34 years | 35-44 years | 45-54 years | 55-64 years | 65-74 years | 75 years or older | Female               | Male | 12th Grade or less, no diploma                                    | high school diploma | some college, no degree | associate's degree (e.g. AA, AS) | bachelor's degree (e.g. BA, AB, BS) | graduate degree or professional degree |
| What impact, if any, do you think the economy will have on your family income in the next 6 months? Do you think the impact will be: | very positive     | 11%                            | 5%          | 3%          | 3%          | 4%          | 2%          | 1%                | 2%                   | 5%   | 0%  | 2%                  | 3%                      | 5%                               | 5%                                  | 2%                                     |
|  | somewhat positive | 18%                            | 32%         | 24%         | 27%         | 25%         | 22%         | 14%               | 23%                  | 28%  | 4%  | 19%                 | 25%                     | 19%                              | 29%                                 | 24%                                    |
|  | neutral           | 35%                            | 40%         | 48%         | 37%         | 42%         | 45%         | 59%               | 44%                  | 42%  | 57%   | 51%                 | 45%                     | 43%                              | 39%                                 | 45%                                    |
|  | somewhat negative | 35%                            | 22%         | 21%         | 26%         | 24%         | 28%         | 19%               | 26%                  | 22%  | 38%   | 22%                 | 24%                     | 33%                              | 24%                                 | 22%                                    |
|  | very negative     | 0%                             | 1%          | 4%          | 8%          | 5%          | 2%          | 6%                | 5%                   | 4%   | 0%  | 5%                  | 3%                      | 0%                               | 3%                                  | 7%                                     |
| Total  |                   | 100%                           | 100%        | 100%        | 100%        | 100%        | 100%        | 100%              | 100%                 | 100% | 100%  | 100%                | 100%                    | 100%                             | 100%                                | 100%                                   |